A METHOD OF SELECTING AN INTERNET ADVERTISEMENT TO BE SERVED TO A USER

A method of serving Internet advertisements to users having associated cookies includes receiving a cookie from a user visiting a publisher, then retrieving a database record of past Internet activity associated with the cookie. Based on the record, is it determined whether the cookie is associated with past interactions with any of the advertisers. If the cookie has had interactions with multiple advertisers, an advertisement associated with the advertiser with the greatest level of desired attributes is served. If there are no past interactions, past web activity of the cookie is analyzed to determine the advertiser with the best prospects for success.